

Order / Rev: 716589
 Alt Order #: 06336068
 Flight Dates: 09/30/12 - 10/09/12

Advertiser: B Gibbs/R/Con/OH
 Product Desc: BOB GIBBS/CONGRESS
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	10/09/12	10/09/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$2,400.00			0.00			
6	WKYC	10/01/12	10/03/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-W----	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-W----		2			\$3,500.00			0.00			
7	WKYC	10/08/12	10/08/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$3,500.00			0.00			
8	WKYC	10/02/12	10/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-T---	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-T---		2			\$650.00			0.00			
9	WKYC	10/08/12	10/09/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$650.00			0.00			
10	WKYC	10/01/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5			\$1,400.00			0.00			
11	WKYC	10/09/12	10/09/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$1,400.00			0.00			
12	WKYC	10/01/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5			\$1,400.00			0.00			
13	WKYC	10/09/12	10/09/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$1,400.00			0.00			
14	WKYC	10/01/12	10/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5			\$600.00			0.00			
15	WKYC	10/08/12	10/09/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$600.00			0.00			
16	WKYC	10/01/12	10/05/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5			\$250.00			0.00			
17	WKYC	10/08/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$250.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WKYC	10/08/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		1X PER DAY													
18	WKYC	10/02/12	10/04/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-T---		2			\$400.00			0.00			
19	WKYC	10/08/12	10/08/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1			\$400.00			0.00			
20	WKYC	10/01/12	10/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$500.00			0.00			
21	WKYC	10/08/12	10/09/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$500.00			0.00			
22	WKYC	10/02/12	10/04/12	M-F 2-3p Rachel Ray	CM	2-3p	-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-T---		2			\$400.00			0.00			
23	WKYC	10/09/12	10/09/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----		1			\$400.00			0.00			
24	WKYC	10/01/12	10/05/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$450.00			0.00			
25	WKYC	10/08/12	10/09/12	M-F 3-4p The Doctors	CM	3p-4p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$450.00			0.00			
26	WKYC	10/01/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$600.00			0.00			
27	WKYC	10/08/12	10/09/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$600.00			0.00			
28	WKYC	10/01/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$1,000.00			0.00			
29	WKYC	10/08/12	10/09/12	M-F 5-6p Dr. Phil	CM	5p-6p	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$1,000.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WKYC	10/01/12	10/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-W-F--	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-W-F--		3				\$2,400.00		0.00			
31	WKYC	10/08/12	10/08/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$2,400.00		0.00			
32	WKYC	10/02/12	10/02/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$8,000.00		0.00			
33	WKYC	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,800.00		0.00			
34	WKYC	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,600.00		0.00			
35	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$1,400.00		0.00			
36	WKYC	09/30/12	10/07/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		Browns Pre-Game Huddle		1130a-12p	-----Su	:30		(\$650.00)		0.00	NM		
See MG 37.3,37.4,37.5															
[Prgm Change]															
Week:		10/01/12	10/07/12	-----S		1				\$650.00		0.00			
37	WKYC	09/30/12	10/07/12	Golf Ryder Cup SA/SU 7A-6PM	CM	7A-6PM (12:00 PM-6:00 PM)	-----S	:30	1	\$650.00	P-2	0.00	NM	4	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$650.00		0.00			
Week:		10/01/12	10/07/12	-----S		1				\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	10/01/12-10/07/12		Golf Ryder Cup		7A-6PM	-----Su	:30		(\$650.00)		0.00	NM		
See MG 37.3,37.4,37.5															
3	NKYC	10/01/12-10/05/12		Last Call		135a-205a	MTWThF----	:30		\$300.00		0.00	NM		
Ⓜ MG for 36.1,37.2															
4	NKYC	10/06/12-10/06/12		Major League Soccer		Various	-----Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 36.1,37.2															
5	NKYC	10/06/12-10/06/12		Major League Soccer		Various	-----Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 36.1,37.2															
Totals													91	\$107,500.00	